



DEVELOPING UNCONVENTIONALS

DUG EAST

4th Annual DUG™ East Conference & Exhibition

November 13 – 15, 2012

David L. Lawrence
Convention Center
Pittsburgh, PA

dug east.com

The oil and gas industry is buzzing with the potential for the Utica shale to layer below the world-class Marcellus play, at the same time the Appalachian states are happily realizing the financial benefits of current and planned developments. The

DUG East is the largest gathering of unconventional oil and gas professionals in the Marcellus region. This year, more than 3,000 attendees, 285 exhibitors and over 40 speakers instrumental in exploration, production and operations partici-

UNLEASHING THE UTICA, MONETIZING THE MARCELLUS

2012 **DUG East** Conference & Exhibition will focus on the positive growth that operators, service companies and local economies are experiencing across the Utica and Marcellus regions, including first-hand reports from senior-level oil and gas executives who are bringing these exciting plays to fruition.

pated in Hart Energy's signature event. Whether you are looking to make new business connections, or learn what operators are doing to promote and develop their investments, **DUG East** is a conference you must attend.

PRESENTED BY:

HART ENERGY

HOSTED BY:

Oil and Gas
Investor

E&P

UG UNCONVENTIONAL OIL & GAS CENTER

EXHIBITING AT THE DUG EAST CONFERENCE PROVIDES OPPORTUNITIES

Exhibitors benefit from focused content of the program and high caliber attendees. Network with operators and financial analysts who are recruited for their expertise about shale gas plays in North America. Plan today to include your company among the industry leaders who matter when it comes down to recommending or purchasing decisions.

WHY EXHIBIT

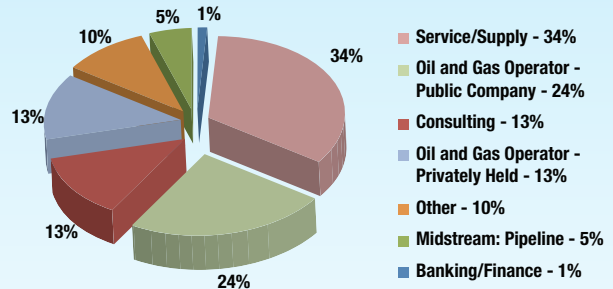
DUG East Conference & Exhibition is the premier conference for reaching individuals and companies at the forefront in shale gas exploration. Its conference sessions are topical, current and have relevance in the industry today. **DUG East** offers a targeted platform to reach your audience.

Delegates who attend this conference are senior-level executives who have the ability to make purchasing recommendations and influence the buying decision. A company that exhibits at **DUG East** will:

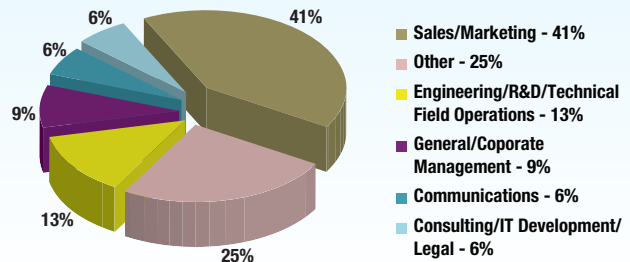
- Gain unique access to select industry executives
- Generate new sales leads and solidify existing customer relationships
- Build company image and brand awareness
- Launch new products/services
- Target a specific market
- Stay one step ahead of competitors

DUG EAST REACHES OUR AUDIENCE AND IS INFLUENTIAL!

ATTENDEE BY COMPANY TYPE



ATTENDEE BY JOB FUNCTION



COST TO EXHIBIT

Exhibit Space Package - \$3,900, includes:

- 10' x 10' exhibit space
- 30 Word listing in Show Guide
- Listed as an exhibitor on website
- 7" x 44" Company ID sign
- 2 Exhibitor staff registration
- 1 - 6' Draped table
- 2 Chairs
- 1 Wastebasket
- Pipe & drape

ENHANCE YOUR COMPANY'S IMAGE THROUGH SPONSORSHIPS!

Take your marketing message further and become a **DUG East** Sponsor. Companies who sponsor increase their brand awareness and create instant good will between delegates and exhibitors. Sponsorships get noticed in intimate gatherings and help promote your company's name to potential customers.

HIGH VISIBILITY SPONSORSHIPS AVAILABLE!

Many high visibility sponsorships are available and specialty sponsorships can be accommodated.

- Premium Level Sponsor
- Platinum, Gold, Silver and Bronze Sponsors
- Networking Breakfast and Lunch Sponsor
- Exclusive Speaker Dinner Sponsor
- Refreshment Sponsor
- Official Speaker Gift Sponsor
- Cigar Sponsor
- Mug Sponsor
- Lanyard Sponsor
- Koozie Sponsor
- Attendee Badge Sponsor
- Water Bottle Sponsor
- Notepad Sponsor
- Internet Café Sponsor
- Pen Sponsorship
- Conference Bag Sponsor

FOR MORE INFORMATION ABOUT EXHIBITING AND SPONSORSHIP OPPORTUNITIES
AT **DUG EAST**, CONTACT:

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FLOOR PLAN

